

Greene County

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Community Health Needs Assessment Snapshot

Promote Healthy Behaviors

Problems/Needs:

- Limited access for county residents to Title V MCH services. Services not connected well to medical homes, WIC, Lead Screening, or Family Planning Services. Not all services available to participants have been provided in the past (developmental screening of children, nursing and social work home visits, etc.).
- Increase in teen pregnancy rate in county youth. 4.8% of county 15-19 females gave birth in 2009. State rate is 3.2%. Breastfeeding rate is 41%, and maternal smoking rate is 18%.
- Increased rate of childhood obesity related to lack of family meal time, exercise and healthy meals. Obesity rate for Iowa children has increased in 2007 to 26.5% from 12.5% in 2003.
- 31% of 11th grade students have had at least 1 drink in the last 30 days. 25% of 11th grade students are engaging in binge drinking activities (5 or more drinks).
- 44% of the 11th grade students have tried a tobacco product in their life time.
- Women of childbearing age are using tobacco products or are exposed to second hand smoke.

Prevent Injuries

Problems/Needs:

- Lack of smoke detectors in homes of all county children

Protect Against Environmental Hazards

Problems/Needs:

- Limited access to Lead Screening services

Prevent Epidemics and the Spread of Disease

Problems/Needs:

- Immunization rate for 2 year olds below 90%.

Prepare for, Respond to, and Recover from Public Health Emergencies

Problems/Needs:

- GCMC website has limited usefulness for sharing info with the public, secure information for staff, and ability to request appointments.
- Social media is not being used to get messages to the public.
- Medical Reserve Corps development and use in emergency response.
- PIO will retire in March 2010.
- Blast notification system does not use email as a means of contact and is not consistently calling all numbers in database.
Radios are not compatible with narrow banding

Strengthen the Public Health Infrastructure

Problems/Needs:

- Continuity OB/GYN Services, including collaboration with Title V MCH, WIC, Lead, and Family Planning Services
- Access to specialty physician services, including mental health providers
- Limited access for healthcare professional education and professional development within county
- Meaningful use of electronic medical records to meet Federal timelines
- Need for succession plan for leadership positions within hospital and PH department.
- Aging hospital facility without private patient rooms and adequate space for increased growth in IP and OP services.
- Information technology needs are exceeding current network and software capability.
- Frequently changing regulations for CAH, LTC, HHC, and public health
- Need for skilled rehab unit to accommodate orthopedic patients and others needing skilled care. Need for more memory unit beds in the county with high number of Alzheimer's and dementia patients.

Community Health Improvement Plan

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase access to Title V MCH services in order to increase services by 50% by FFY 13 as using Medicaid billing codes as the measurement.	Full complement of MCH services will be offered to the public weekly.	Rebecca Wolf	6/30/11
	WIC and Lead screening services will be offered weekly within the county.	Cynthia Kail in collaboration with Webster Co. Health Dept	12/31/2011
	Continue to expand medical home concept for Maternal Health Services with local OB/GYN clinic.	Rebecca Wolf	6/30/2011
	Explore medical home concept for CH services	Rebecca Wolf & Cynthia Kail	2012
	Title X Family Planning services available in OB/GYN clinic medical home	Rebecca Wolf & Cynthia Kail	2013

Goal	Strategies	Who is responsible?	When? (Timeline)
Decrease in teen pregnancy rate to <3.0% by 2016.	Title X Family Planning services available in OB/GYN clinic medical home	Rebecca Wolf & Cynthia Kail	2013
	Explore feasibility of teen mentoring program to encourage abstinence and develop self-esteem	Donna Sutton & Cindy Wise	2011-2013
	Increased education on teen pregnancy in HS curriculum	Donna Sutton, Cindy Wise, Dr. David Jaskey, and Tim Christensen	2012-2013

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase breastfeeding rate to 60% of mothers breastfeeding at 6 weeks and 30% of mothers breastfeeding at 6 months and decrease maternal smoking rate to 10% by 2016.	Consistent preconception education will be provided including breastfeeding education, prenatal vitamins, detrimental effects of smoking.	All medical providers, MCH staff, HOPES staff, Stork's Nest staff, & WIC staff.	2016
	Educate women on dangers of secondhand smoke.	New Opportunities, Inc. staff	Annually, starting in FY11
	Continue HOPES and Stork's Nest program education on breastfeeding and maternal smoking.	Public Health, Early Childhood Area, and communities	continued ongoing
	Lactation Consultants will provide breastfeeding support to new mothers.	GCMC	continued ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Decrease rate of childhood obesity related to lack of family meal time, exercise and healthy eating to 24% by 2016.	Implement Family Meal Time campaign to get information out to the public re: research on the benefits of family meal time to reduce obesity, as well as youth smoking, drug use and teen pregnancy.	Donna Sutton and School Nurses	2011-2013
	Develop and implement the Mileage Club program at Jefferson Elementary School. Paton Churdan and East Greene will increase exercise at recess and lunch time. Continue with noon hour walking program at Jefferson-Scranton Middle School.	School nurses	Fall 2011 & ongoing
	Dietitian consultation services for school lunch program-annual cycle of menus will be reviewed and suggestions made to increase healthy selections.	Amy Becker, LD	2011-2013
	Implement the Live Healthy Iowa Kids program in Jefferson-Scranton schools.	School nurses	Spring 2012 & ongoing
	Develop a list of walking paths in all Greene County communities	GCMC Cardiac	Fall 2011

	and publish for families to utilize.	Rehab Department	
	Utilize new Fareway dietitian to provide some family meal preparation demonstrations at the store. Link recipes from the Fareway website to the Jefferson-Scranton school website for parents to utilize.	Amy Becker, GCMC dietitian and Donna Sutton	Fall 2011 and ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Decrease the % of 11th grade students who have had one drink in the last 30 days to <26% by 2013; and who engage in binge drinking activities to <20% by 2013.	Provide researched based curriculum in the schools.	New Opportunities, Inc. staff	Annually, starting in FY11
	Provide retail education to establishments that sell alcohol.	New Opportunities, Inc. staff	Annually, starting in FY11

Goal	Strategies	Who is responsible?	When? (Timeline)
By June 30, 2014 decrease the number of youth who try tobacco products to <30%.	Provide youth tobacco advocacy groups to promote healthy behaviors in middle school and encourage high school students to be advocates of tobacco prevention in the community.	New Opportunities, Inc. staff	Annually, starting in FY11
	Provide education presentations to all school districts on the harmful effect of tobacco products	New Opportunities, Inc. staff	Annually, starting in FY11
	Provide a teacher in-service to all districts within the county to educate on the latest trends of tobacco use and products.	New Opportunities, Inc. staff	Annually, starting in FY12

Goal	Strategies	Who is responsible?	When? (Timeline)
Improved access to Lead Screening services to weekly availability by 6/30/12.	Offer weekly lead screening and follow-up services that are incorporated into medical homes	Rebecca Wolf	2012

Goal	Strategies	Who is responsible?	When? (Timeline)
Improve immunization rate of 2 year olds to above 90% by 2013.	Incorporate immunizations with MCH services	Jill Juergensen & Rebecca Wolf	6/30/11
	Improve in consistent pre-appointment reminders and tracking of children who are due for immunizations.	Jill Juergensen & Ruth Goshon	6/30/2011

Goal	Strategies	Who is responsible?	When? (Timeline)
By 1/1/2012, improve GCMC website functionality for sharing info with the public, and staff, as well as offer the public the ability to request appointments for immunizations, tests, and PODs.	Work with Iowa Health Des Moines IT staff to develop GCMC website to improve capacity for useful information for public as well as hospital and PH staff, and to allow for patients to self-schedule appts.	Jacque Andrew & HIS IT staff	6/30/11
	Develop secure site for staff in order to provide access to emergency response plans, call trees, job action sheets, etc.	PIO & Kraig Tweed	12/31/2011
	Post patient screening forms on website so that patients can prefile information required to speed clinic flow through for regular flu clinics and PODs.	PIO & Donna Sutton	10/1/2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Effectively use social media to get messages out to public and staff by 1/1/2012.	Set up a Facebook group for GCMC	Roger Overby	4/1/11
	Use Facebook group for regular media messages to practice use and generate interest.	Jacque Andrew & PIO	4/1/2011
	Use Facebook group for emergency preparedness drills and real time events to get messages out to the public	PIO	6/30/2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Ensure that Medical Reserve Corp is developed well to benefit county health improvement, as well as emergency response capability by 2013.	Continue to enlist volunteers to sign up via I-SERV	Kraig Tweed, Donna Sutton, Shelly Berger	2011 & ongoing
	Develop MRC goals	Kraig Tweed & Donna Sutton	6/30/2011
	Train MRC volunteers in ICS 100, 200, and 700	Kraig Tweed & Shelly Berger	6/30/11 & ongoing
	Utilize MRC volunteers in health promotion activities including the advancement of the county HIP.	Shelly Berger & Donna Sutton	2011 & ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Ensure new Public Information Officer is trained well to perform duties for emergency response by 2013.	After hire, ensure completion of ICS 100, 200, and 700 courses, as well as PIO courses.	Kraig Tweed	2011
	Completion of ICS 300 course by PIO	Kraig Tweed	2012
	Completion of ICS 400 course by PIO	Kraig Tweed	2013
	Orientation to emergency role within GCMC ICS system as well as JIC	Kraig Tweed & Carla Offenburger	2012
	Participation in drills and exercises to practice role.	Kraig Tweed & Carla Offenburger	2012 & ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Ensure blast notification system is robust enough for adequate call down of intended parties by 2013.	Explore improvement or replacement of current blast notification system.	Kraig Tweed & Cynthia Kail	2011
	Continued update of current members in notification system.	Debbie Roberts	2011-2015

Goal	Strategies	Who is responsible?	When? (Timeline)
Ensure radios are compatible with narrow banding by 2012 as required by FCC.	Work with radio vendors to transition and/or replace radios to ensure compatibility with FCC narrow banding requirements.	Kraig Tweed & EMA	2012-2013

Goal	Strategies	Who is responsible?	When? (Timeline)
Continuity of OB/GYN Services, including collaboration with Title V Maternal Health, Oral Health, WIC, and Title X Family Planning Services by 2013.	Develop outreach clinics staffed by CMW in surrounding areas without providers.	Joan Overby & Valerie Martin	2011 & ongoing
	Develop medical home model of collaboration with Title V maternal health services.	Rebecca Wolf & Joan Overby	2011 & ongoing
	Title X family planning services incorporated into the OB/GYN clinic.	Cynthia Kail & Joan Overby	2013 & ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Improve access to specialty physician services, including mental health providers by 6/30/13.	Develop Broadband Technology Opportunities Program Federal Grant to allow for the use of telehealth technology to specialty physician consultations between local physicians and specialists in Ames and Des Moines for applications in inpatient care (including OB, SCU, ED & OR), as well as outpatient care in clinics and testing procedures.	GCMC BTOP grant manager, Karen Bossard, Cynthia Kail, & Roger Overby in cooperation with local physicians, healthcare professionals, and specialists.	Graduated schedule of connection 2011 - 2013

Goal	Strategies	Who is responsible?	When? (Timeline)
Provide healthcare professional education and professional development within county using telehealth technology by 6/30/13.	Develop Broadband Technology Opportunities Program Federal Grant to allow connections to local school districts, community colleges, and universities for healthcare professional education to supply new providers to replace aging workforce, and provide professional development for current staff.	BTOP grant manager, local physicians, and health care providers	graduated grant implementation schedule 2011-2013

Goal	Strategies	Who is responsible?	When? (Timeline)
Achieve meaningful use of electronic medical records to meet Federal timeline requirements in 2013.	Continue to implement upgrades to electronic medical record (i.e. pharmacy program, physician order entry, clinic software, home care software, etc.) to meet Federal requirements for meaningful use.	Roger Overby, IT staff, and health care professionals	2011-2015

Goal	Strategies	Who is responsible?	When? (Timeline)
Ensure recruitment and retention strategies lead to the development of succession plan for leadership positions within hospital and PH department by 2012.	Identify staff for development into future leadership roles.	GCMC Board, CEO, and Assistant Administrator	2011-2015
	Explore management contract with Iowa Health System for key positions	GCMC Board, CEO, and Assistant Administrator	2011-2015
	Adapt GCMC (hospital/PH) table of organization to further develop leaders.	GCMC Board, CEO, and Assistant Administrator	2011-2015

Goal	Strategies	Who is responsible?	When? (Timeline)
Upgrade/replace aging hospital facility to include private patient rooms and adequate space for increased growth in inpatient and outpatient services by 2015.	Develop master facilities plan to meet service needs and patient preferences.	GCMC Board, CEO, and Assistant Administrator	2011-2015
	Continue to explore financial feasibility and possible sources of capital to make improvements.	GCMC Board, CEO, and Assistant Administrator	2011-2015

Goal	Strategies	Who is responsible?	When? (Timeline)
Improve information technology system, including software capability, by 2012.	Develop virtual farm for network servers.	Roger Overby & IT staff	2011
	Load new Microsoft Office and Adobe Writer software on virtual server to ensure all staff have access to up-to-date software.	Roger Overby & IT staff	2011-2012
	Provide staff with current technology (netbooks, lap tops, and other products as developed and applicable).	GCMC Board, CEO & Assistant Administrator	2011 & ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
CAH, LTC, HHC, and PH will adapt to changing regulations ongoing as measured by continued Medicare/Medicaid certification and retention of programming.	Annual review in all service areas of regulations.	All department directors and supervisors	FY2011 and ongoing
	Mock survey and participating in credentialing and QA processes by Iowa Health Des Moines.	Iowa Health Des Moines in collaboration with GCMC leadership.	FY2011 and ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
All families in Greene County will have opportunity to have a smoke detector in their home.	Implement the Iowa State Fire Marshall Smoke Detector Project in Greene County	School Nurses and Greene County Fire Departments	Fall 2011